

For Immediate Release

BEA Wins AsianInvestor's MPF Master Trust Achievement Award

Hong Kong, 22nd May, 2007 - The Bank of East Asia ("BEA") has won *AsianInvestor* ("AI") magazine's "Hong Kong MPF Master Trust of the Year" award as part of AI's 2007 Achievement Awards. Mr. Charles Kwun, Director & Chief Executive of the Bank of East Asia (Trustees) Limited, accepted the award on behalf of the Bank at the AI Achievement Awards dinner held on 18th May, 2007 at the Conrad Hong Kong.

According to Mr. Kwun, "Our customers are relying on us to help them achieve financial security after retirement. This is a great responsibility, and for this reason, we have focused our energies on delivering strong results and exceptional customer service. It is wonderful to see that our efforts have been recognised by the industry, and we look forward to setting industry benchmarks in the years to come."

Since 2003, BEA has been consistently ranked as one of the top three MPF service providers according to the Yearly Mercer MPF Index. The majority of BEA's funds have also been ranked in the first quartile by the Hong Kong Investment Funds Association in its 1-Year Performance Ranking as at 31st December, 2006. BEA's comprehensive MPF services include customer enrolment and investment seminars, MPF software, quarterly newsletters and fund fact sheets, customer service hotline and Internet support, and much more.

Established in 2000, AI is the leading publication dedicated to the region's asset management industry covering topics as diverse as alternative investment, securities services, pension reform, and institutional investment trends.

The AI Achievement Awards recognise companies that have demonstrated skill in institutional fund management, as well as all-round excellence among hedge funds, service providers, and domestic businesses. AI selects winners on more qualitative factors, and its awards recognise consistent skill and performance. In its evaluation, AI considers a wide range of factors including service quality, innovation, business development, and performance. Client testimonials also play an important role. For more information on BEA and Bank of East Asia (Trustees) Limited, please visit any BEA branch or BEA's homepage at www.hkbea.com.

About Bank of East Asia (Trustees) Limited

A wholly-owned subsidiary of BEA, Bank of East Asia (Trustees) Limited was incorporated in Hong Kong in 1975. With over 30 years of experience in providing trustee and retirement fund services, the Company is one of two approved trustees in Hong Kong offering both the Master Trust Scheme and Industry Scheme to local customers.

About The Bank of East Asia

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong, Greater China, and overseas. BEA is the largest independent local bank in Hong Kong with total consolidated assets of HK\$294.2 billion (US\$37.83 billion) as of 31st December, 2006. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 180 outlets worldwide, BEA operates an extensive international network covering Hong Kong and Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.

- End -

For press enquires, please contact:

Mr. Charles Kwun
Director & Chief Executive
Bank of East Asia (Trustees) Limited
Tel: (852) 3608 0729

BEA – Serving customers through one of Hong Kong’s largest banking networks, with over 120 branches and SupremeGold Centres around town



Caption:

Mr. Charles Kwun (centre) accepts AI's "Hong Kong MPF Master Trust of the Year" award.